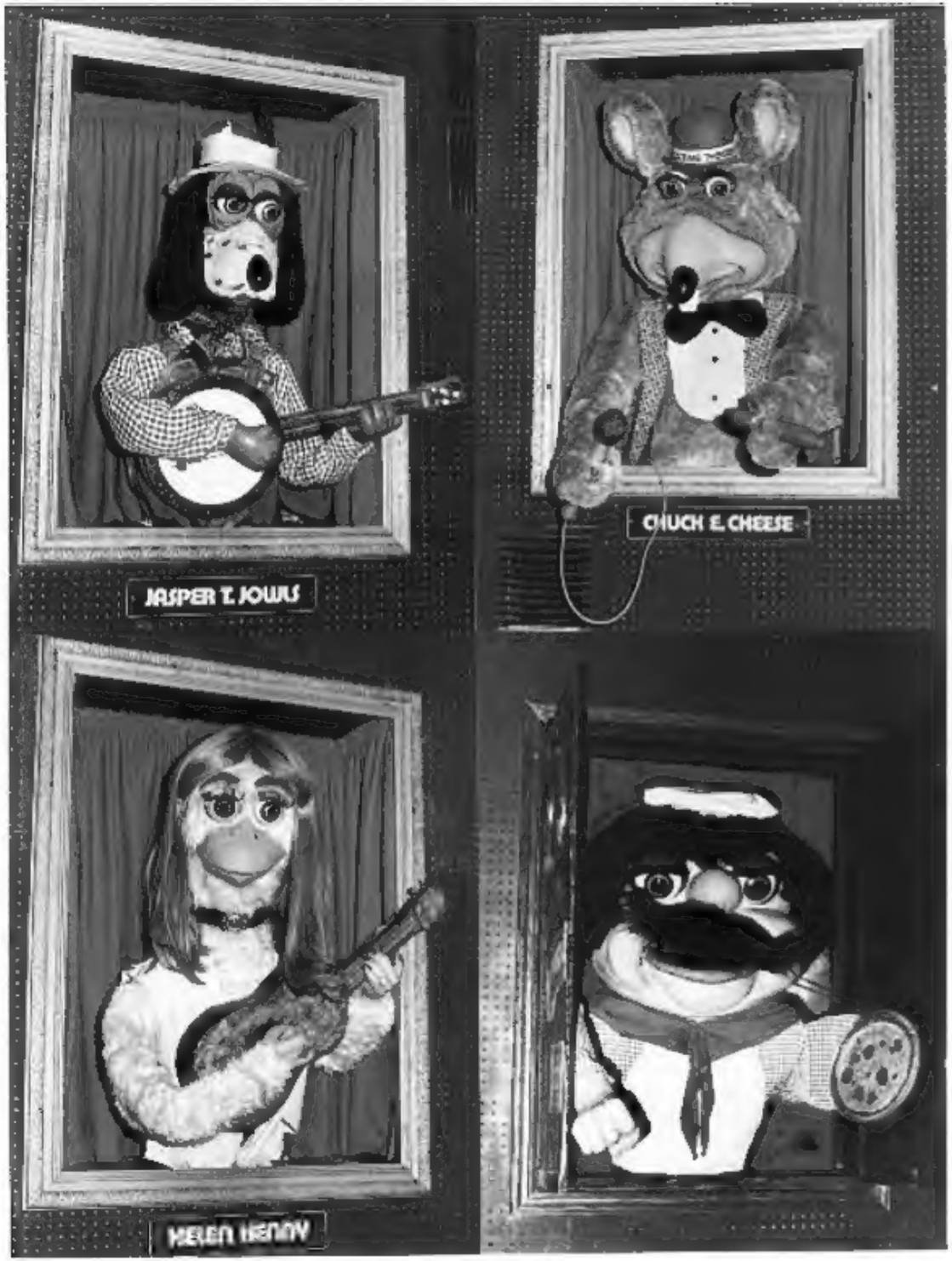

THESE PIZZA TIME THEATRE CARTOON CHARACTERS ARE PART OF THE ONLY THREE-DIMENSIONAL, COMPUTER-ANIMATED VAUDEVILLE SHOW OUTSIDE DISNEYLAND. ALONG WITH MORE THAN 100 VIDEO, PINBALL AND ARCADE GAMES, THEY STAR AT SAN JOSE'S PIZZA TIME THEATRE, THE COUNTRY'S LARGEST PIZZA PARLOR.

EESLEY PUBLIC RELATIONS
(415) 386-9125

STARS OF THE PIZZA TIME THEATRE SHOWS, CHUCK E. CHEESE AND JASPER T. JOWLS, ARE SEEN IN THE DINING ROOM/THEATRE OF THE COUNTRY'S LARGEST PIZZA PARLOR, WHICH JUST OPENED IN SAN JOSE, CALIFORNIA.

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FACT SHEET ON PIZZA TIME THEATRE

LOCATION:
1371 Kooser Road (at Blossom Hill), San Jose, CA 95118

TELEPHONE:
(408) 267-8600

HOURS:

Monday through Thursday	11 am until midnight
Friday and Saturday	11 am until 2 am
Sunday	11 am until 11 pm

WHEELCHAIR ACCESS:
Yes

PARKING:
Large lighted lot

MANAGEMENT:
Allen Strege, District Manager; Al Rich, Store Manager.

SQUARE FOOTAGE:
19,000 square feet overall. Includes theatre/dining room, kitchen, cabaret, game preserve, computer center, offices, lavatories and storage on main floor. Second f16or has district headquarters, franchisee training classrooms and storage. This is the country's largest pizza parlor.

MENU:
Pizza, sandwiches, salads, beverage, ice cream sundaes. Beer and wine.

FEATURES:
Dolli Dimples Cabaret - piano bar for adults with entertainment provided by a full-sized, animated hippopotamus. Seats 1-00.

Pizza Time Theatre/Dining Room - Seats 200, plus 80 in the private dining area. Three dimensional, computer-animated cartoon characters (4 ft. high) are mounted in gilt frames above the atrium. There also are animated pots and pans, waving flags, clapping hands. Salad bar is 15 feet long and there is a make-it yourself sundae bar.

Mr. Munch's Magic Madhouse - room illuminated by strobe light.

Fantasy Forest Game Preserve - Here are more than 100 of the latest video, pinball and arcade games, plus a free area for the youngsters with cheese slide, rocking horses and puppy pong.

ARCHITECT:
Pizza Time Theatre, Inc.

GENERAL CONTRACTOR:
Copple and Stiggins, San Jose

CHARACTERS:
Chuck E. Cheese - Alias "The Big C." This New Jersey-born rat serves as emcee of Pizza Time Theatre.

Mr. Munch - This purple pizza eater loves to pilfer and purloin from Pasqually's kitchen. He sings, laughs and scares people.

Pasqually - Our singing chef, who announces birthdays with an Italian accent.

Jasper T. Jowls - The doggondest banjo-strummin', country-singin' hound around. He'll laugh at anything!

Guest Star Helen Henny - direct from a triumphal tour of Madagascar.

The Mopsey Sisters - This swinging, singing group are as American as apple pie and sing just as sweetly. They're challenging the Supremes for America's ear.

SHOWS:
Run continuously every eight minutes, interrupted by anniversary cheers, birthday skits, et cetera. A life-sized Chuck E. Cheese also appears regularly to greet honored guests.

COMPUTER ANIMATION:
The Theatre's animation program required a $1,500,000 development effort centering around extensive use of sophisticated hardware and software. All cartoon characters and other animated items are microprocessor-controlled with interface systems to tape decks and a PDP-11 minicomputer. Hardware consists of a dual floppy disk, 32K memory and various peripheral electronics. A keyboard in Big C's Cyberamics Center across from the salad bar serves as master control for the system.

OWNER/OPERATOR:
Pizza Time Theatre, Inc., 455 North Bernardo Avenue, Suite A, Mountain View, CA 94043 (415) 968-3861.

12/4/78

BACKGROUND ON PIZZA TIME THEATRE

The concept for Pizza Time Theatre was the brainchild of Nolan K. Bushnell, a pioneer in the video games industry. The first location, planned as a prototype, opened in San Jose, California, in May, 1977.

During its first year of operation, Pizza Time Theatre was a division of ATARI, a company founded by Bushnell in 1972, which is now a wholly owned subsidiary of Warner Communications. In June, 1978, Bushnell purchased all assets and rights from ATARI and formed Pizza Time Theatre as a California corporation.

Nolan Bushnell is Chairman of the Board, while retaining a similar position with ATARI, Inc. Gene N. Landrum serves as President and Chief Operating Officer of the company.

Prior to founding ATARI, Bushnell was an engineer with Ampex Corporation in its Advanced Technology Division. He holds a B.S.E.E. from the University of Utah.

Landrum began his sales and marketing career with Singer-Friden, progressing from salesman to National Sales Manager. Gene received his B.A. from Tulane University and studied for his M.B.A. at West Virginia University. Most recently he served as General Manager of the Consumer Products Division of National Semiconductor.

Other officers include Donald K. Marks, Director of Franchising; Michael M. Hatcher, Director of Entertainment; Gregory J. Tilden, Director of Technical Operations; and Raymond W. Davis, Director of Engineering.

In addition to the first Pizza Time Theatre, located at 370 Winchester Boulevard in San Jose, and the just-opened Theatre at 1371 Kooser Road, San Jose, which is the country's largest pizza parlor, the company will open a third unit in Concord's the Willows next March and a fourth one in Southern California in June. Franchises for Mann County and the San Joaquin Valley are being considered. Simultaneously, a nationwide program will be instituted for key geographical areas.

Corporate headquarters are located at 455 North Bernardo Avenue, Suite A, in Mountain View, California 94043. The phone number there is (415) 968-3861.

12/4/78

1978 PTT PROMOTIONAL MATERIALS

(KOOSER STORE OPENING PROMO PHOTOS & INFO)

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